

Message Text

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EUR/IB-H.Y. MCCOWAN

EUR/NE- C.L. FLOYD

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R 241655Z MAY 74

FM SECSTATE WASHDC

TO AMEMBASSY LISBON

AMCONSUL BORDEAUX

AMCONSUL LIVERPOOL

AMCONSUL PONTA DELGADA

INFO AMEMBASSY LONDON

AMEMBASSY PARIS

UNCLAS STATE 109402

E.O. 11652: N/A

TAGS: BEXP, PO, FR, UK

SUBJECT: BUSINESS TRAVEL: MASSACHUSETTS STATE SHIP BOARD
EXHIBITION

1. THE FOLLOWING IS NOT USDOC SPONSORED IOGA TRADE MISSION
AND NO COMMITMENTS FOR ASSISTANCE HAVE BEEN MADE BY COMMERCE
ON BEHALF ADDRESSEE POSTS.

2. THE DEPT. OF COMMERCE & DEVELOPMENT, STATE OF MASSACHUSETTS,
IS PREPARING EXHIBITS PROMOTING COMMERCE AND INDUSTRY,
SELECTIVE LAND SITES, INTERNATIONAL TRADE AND TOURISM FOR
USE ON BOARD THE MASS. MARITIME ACADEMY SHIP "BAY STATE"
DURING HER TRAINING CRUISE JUNE 11-JULY 30, 1974. SCHEDULE FOLLOWS:
AZORES (PONTA DELGADA) JUNE 19-24; LISBON JUNE 27-JULY
2; BORDEAUX JULY 5-9; LIVERPOOL JULY 12-18, 1974.

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3. THE PURPOSE OF THE PROMOTION IN ORDER OF IMPORTANCE: DEVELOPMENT OF FOREIGN INVESTMENT IN MASSACHUSETTS; INCREASING EXPORTS; AND DEVELOPING TOURISM TO MASSACHUSETTS. FOLLOWING INDUSTRIES ARE TO BE PROMOTED: ELECTRONICS, MEDICAL RESEARCH & DEVELOPMENT, TRANSPORTATION EQUIPMENT, PRINTING, EQUIPMENT, PLASTICS, INSTRUMENTS, GLASS, JEWELRY AND SILVERWARE, TEXTILES AND TOURISM.

4. TO INSURE THAT EXHIBITS ARE PROPERLY MANNED AND SERVICED, TWO DEPT. OF COMMERCE & DEVELOPMENT STAFF MEMBERS WILL BE ON BOARD. THE SHIP'S CLASSROOM ON 01 DECK, MEASURING APPROXIMATELY 30 FEET X 47 FEET IS TO BE USED AS THE DISPLAY AREA. THE DEPT. PLANS USE ITS 60FT EXHIBIT CONSISTING OF TWELVE 5FT MODULE UNITS, EACH 5 FT. WIDE AND 7 FT 6 INCHES HIGH, EACH UNITED HAS AN INDEPENDENT, SELF-CONTAINED ELECTRICAL LIGHTING CONFIGURATION. THE 12 MODULE EXHIBIT PANELS WILL FEATURE ELEVEN (11) GRAPHICS COVERING INDUSTRIAL, COMMERCIAL, LAND SITES AVAILABLE, INTERNATIONAL TRADE PRODUCTS & BUSINESS OPPORTUNITIES. THE TWELFTH (12TH) EXHIBIT WILL DISPLAY TOURISM SUBJECTS. THE DESCRIPTIVE LITERATURE ACCOMPANYING THE EXHIBITS WILL BE PREPARED IN THREE LANGUAGES, FRENCH, PORTUGUESE & ENGLISH.

5. IN EACH PORT, THEY WOULD LIKE TO HAVE A RECEPTION AND APPROPRIATE PRESS RELEASES PUBLICIZING THE EXHIBIT. THE AMERICAN SPONSORS WILL BRING ALL LIQUID REFRESHMENTS, BUT WILL NEED ADVICE AND ASSISTANCE IN BUYING FOODS IN EACH COUNTRY. RECEPTIONS WILL BE HELD ON SHIP. THEY REQUEST FROM EACH POST, ESTIMATES RE NUMBER AND COST INVITATIONS, COST OF FOOD (BASED ON POSTS' RECOMMENDATIONS RE NUMBER INVITEES), AND COST AND PREPARATION PRESS RELEASES. INVITEES TO RECEPTIONS WOULD BE GOVERNMENT AND BUSINESS LEADERS AT EACH PORT OF CALL. MASS. STATE OFFICIALS WILL BE CARRYING NECESSARY FUNDS FOR RECEPTIONS, PRINTING AND MAILING COSTS INVITATIONS, AND MISC. OTHER. POSTS' COMMENTS REQUESTED SOONEST. SAILING DATA FROM U.S. JUNE 11.

6. GENERAL PUBLIC BOARDING SCHEDULE: AZORES: JUNE 20 P.M., JUNE 21, 22, 23 1:00 - 4:00 P.M.; LISBON: JUNE 28 P.M., JUNE 29, 30, JULY 1 1:00 - 4:00 P.M.; BORDEAUX: JULY 6 P.M., JULY 7, 8 1:00 - 4:00 P.M.; LIVERPOOL: JULY 13 P.M., JULY 14, 15, 16, 17 1:00 - 4:00 P.M.

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7. RECEPTIONS FOR DIGNITARIES TENTATIVELY SCHEDULED FIRST EVENING EACH PORT, PENDING CONFIRMATION FROM POSTS. RUSH

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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Drafter: COM/OIM/SAD/WALE
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TAGS: BEXP, PO, FR, UK
To: LISBON MULTIPLE
Type: TE
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